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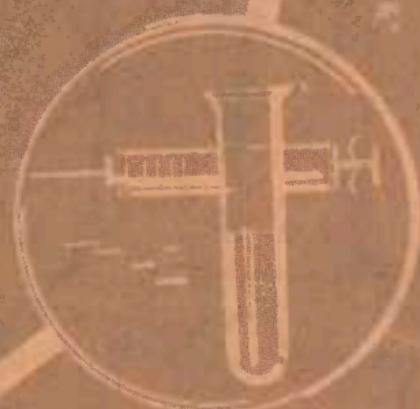


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FARM PRODUCTS *for a* PURPOSE

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FARM PRODUCTS FOR A PURPOSE...



Agricultural scientists are creating farm products . . . for special purposes . . . to give consumers what they want.

1700 PRODUCTS FOR A PURPOSE

Today's modern supermarket is far different from the corner grocery of yesteryear. Food store shelves now contain thousands of new and different items—more than 5,000 products compared to 1,000 or so found there a few decades ago.

Why do we have so many new products? Because consumers like them and buy them. Agricultural scientists, alert to consumer's wishes, developed new products to fit special purposes.

Seven of every 10 crop varieties grown today, in fact, were unknown just 20 years ago. Many were developed with a specific use—and the consumer—in mind.

WHAT DOES THE CONSUMER WANT?

Consumers like potatoes, for instance,—baked, mashed, french fried, and many other ways. Market researchers learned the best qualities for different uses, and crop scientists developed varieties with those qualities.

The good taste and texture of the bread we eat doesn't "just happen." Good bread is baked from flour with special baking qualities. So our scientists developed wheat varieties yielding this kind of flour.

Most of our frozen foods today are tailor-grown to serve consumer wants. Agricultural scientists are continually coming up with new varieties of peas, beans, sweet corn, strawberries, other vegetables and fruits. Their goal is a food that will keep its farm-fresh flavor, color, and texture during freezing.

Consumers wanted a small, meaty turkey—to fit the oven and pocketbook of an average-size family. Researchers produced the Beltsville small, white turkey. Now one of every five grown in the U. S. is a small Beltsville. We're eating turkey the year around—and more than ever before.

The modern, meat-type hog was developed to meet consumer demand for leaner pork. The lower fat content in this new model hog means more protein—fewer calories.

Wash-and-wear cotton is another product designed with the consumer in mind. New long-staple varieties and resin finishes give cotton wrinkle resistance and lighten the homemaker's ironing chore.

Cotton can also be made resistant to flames, oil, and water, opening the way to many new industrial uses.

Woolens that wash without shrinking and dry without wrinkling are another product of research benefiting the consumer. These treated fabrics retain wool's original soft texture.

Civil defense needs have received researchers' attention, too. They are developing a method for removing strontium 90 from milk, assuring us a safe and palatable milk supply in the event of nuclear attack.

For stockpiling food in fallout shelters, a new whole grain wafer has been developed. This compact, long-lasting emergency ration has an estimated shelf life of 5 years or more.

Agricultural scientists have given us more than improved foods and fibers. They are responsible for the aerosol "bomb", the antibiotic streptomycin, and dextran, a blood plasma substitute.

In some instances, researchers developed a completely new crop to serve industrial and consumer uses. Soybeans are a good example. Less than 30 years ago, soybeans were still being tested to determine their best use in this country. Now they are an important U. S. crop on more than 27 million acres and are a primary source of food oils and oils for industrial use.

IN THE FUTURE

What about the future? Researchers are already at work to give us beef cattle with more lean, tender beef; dairy cows producing milk with more solids and less fat; hens laying eggs with longer lasting fresh qualities. Frozen french-fried sweet potatoes, citrus and vegetable juice powders retaining fresh fruit flavor and aroma are on the way. These and many more food products—products for a purpose—will be common on tomorrow's grocery shelves.

Cooperative Extension Work: United States Department of Agriculture and State Land-Grant Colleges and Universities Cooperating.
